

**ABSTRACT**

Methods of production of desired recombinant proteins, polypeptides and peptides are disclosed which utilize mammalian host cells engineered for autonomous and regulated growth in low cost protein/serum-free culture media. Preferred host cells express insulin or an insulin-like growth factor, and/or transferrin and are engineered so that addition of an inducer (e.g.,  $\text{ZnCl}_2$  +  $\text{CdCl}_2$ ) halts growth and simultaneously induces the expression of the desired recombinant protein, polypeptide or peptide.

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